

1 ABSTRACT OF THE DISCLOSURE

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3 A system and method for providing a network-based site having a common
4 appearance. The system may include a tag embedded in each page of a network-based site, a
5 script to be called from within the tag, and a configuration database storing page
6 configuration information to be called or queried by the script. The pages of the network-
7 based site may be stored in a page storage medium. The method may include receiving a
8 request for a page, retrieving the page from a page storage medium and executing a database
9 script associated with the page to access configuration information from a configuration
10 database. The method may further include receiving configuration information associated
11 with the page from the configuration database, wherein the page, including the configuration
12 information, may be served to a user.